

**CALIFORNIA HIGH-SPEED RAIL AUTHORITY
DUTY STATEMENT**

PARF # 46-9-034

CLASSIFICATION TITLE Information Officer I (Specialist)	OFFICE/BRANCH Program Delivery/Central Valley Region	LOCATION Fresno
WORKING TITLE Information Officer	POSITION NUMBER 311-001-5601-009	EFFECTIVE 7/1/18

GENERAL STATEMENT:

Under the direction of the California High-Speed Rail Authority's (Authority) Regional Deputy of Communications and, indirectly, the Staff Services Manager II, the Information Officer I serves as a conduit between the Central Valley Regional Office and Authority headquarters regarding public affairs-related information and is responsible for assisting with the development and implementation of a comprehensive public relations program, in the Central Valley, to promote the high-speed rail program. This includes the development of marketing and public relations campaigns about the high-speed rail project that target the Central Valley audience. This audience includes stakeholder partners, government officials and the media. The Information Officer I will assist with the execution of official Authority events in the region, management and drafting of Authority correspondence and other duties as required.

TYPICAL DUTIES:

Percentage Job Description
Essential (E)/Marginal (M)

- | | |
|---------|--|
| 35% (E) | <ul style="list-style-type: none">• Plans, organizes and coordinates the implementation of a comprehensive public information/communication program in the field and in partnership with the Authority headquarters that engages Authority stakeholders in the project.• Plans, writes, edits and distributes information about the high-speed rail project for dissemination through all major means of communications in the Central Valley.• Develop presentations/materials for speaking engagements, attend and monitor public meetings and assist Authority management and the Central Valley Regional Director with responses to inquiries from stakeholders.• Evaluate reports and other important documentation and use to develop talking points regarding Authority topics for use for Central Valley staff when dealing with stakeholders and the public.• Serves as liaison between the Central Valley Regional Director, Authority headquarters and contracted Authority staff in the field. |
| 30% (E) | <ul style="list-style-type: none">• Assists with the management of the Authority's public information program via the dissemination of Authority related materials. |

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- Serves as point of contact for reporters in the field and assists with the media interviews and coordination with Authority headquarters staff.
 - Represents the Authority at conferences, meetings and with the public and media in a variety of settings, including attending Board Meetings and various open houses.
 - Ensures transparency of the Authority's public affairs matters in a variety of manners including responding to inquiries from the public in a timely fashion.
- 20% (E)
- Develops and maintains localized media plans for distribution of Authority-related stories and events that would be of interest to the Central Valley audience.
 - Maintains contacts with individuals and members of interested organizations to keep them informed of the Authorities activities.
 - Promotes the knowledge of and understanding of the Authority's programs, goals and objectives to local individuals and stakeholders.
 - Coordinates with field and outreach staff to develop informational materials, host public meetings and set up media interviews or opportunities at field locations.
 - Assist with background research, coordinate with media and schedule interviews under direction from the Communications Office.
- 15% (E)
- Performs other duties as required.

KNOWLEDGE AND ABILITIES:

Knowledge of: Techniques of preparing, producing and disseminating information, utilizing all major media of communication; principles and techniques of establishing and maintaining good relations with news media and other public groups; California State Government and principles of public administration.

Ability to: Write, edit, and prepare for publication or reproduction news releases, magazine articles, correspondence, booklets, brochures, pamphlets, magazines, reports, speeches, scripts for radio, television or motion pictures, and other information material; speak effectively; analyze data; assume responsibility for the administration of a public information program.

DESIRABLE QUALIFICATIONS:

- Effectively present information both verbally and in writing.
- Gain and maintain the confidence and cooperation of those contacted during the course of the work, particularly the public and the media.
- Implement effective government, community and media relations programs.
- Understanding of and embracement of the Public Records Act process.
- Knowledge of Public Meeting Act Law and requirements.
- Principles of transparency in state government.
- Represent the Authority with the public and the media in a variety of settings.

SUPERVISION EXERCISED OVER OTHERS:

This position does not supervise; however, at times incumbent may perform a lead-worker role. Additionally, the position may assist in the management and oversight of the Authority's statewide and regional communications and outreach consultants.

CONSEQUENCE OF ERROR/RESPONSIBILITY FOR DECISIONS:

The Information Officer I is responsible for contributing to the successful public relations programs and operations that support the Authority's mission of planning, designing and building the high-speed rail for California. Failure to develop and maintain a successful public relations and communication program could result in lack of public and financial support for the project.

WORK ENVIRONMENT:

Position will often require travel within the state and responsiveness to the public, media and public meetings outside of normal business hours. Travel to construction sites is part of the position and will require the appropriate safety equipment and safety awareness.

Employee will work in a climate-controlled office under artificial light. However, due to periodic problems with the heating and air conditioning, the building temperature may fluctuate. Employees may be required to travel outside of their workstation to perform general tasks.

I have read, and understand the duties listed above and can perform them either with or without reasonable accommodation. (If you believe you may require reasonable accommodation, please discuss this with your hiring supervisor. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.)

Name of Employee: _____

Signature:	Date:
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I have discussed the duties with and provided a copy of this duty statement to the employee named above.

Name of Supervisor_____

Signature:	Date:
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